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Good Health
Bulletin No. 201

Rawleigh's

TRADE MARK REG. U.S. PAT. OFF.

GOOD HEALTH SERVICE

Coughs, Colds, Influenza & La Grippe

Causes and Symptoms
General Rules for
Prevention and Treatment

—PUBLISHED BY—

THE W. T. RAWLEIGH COMPANY

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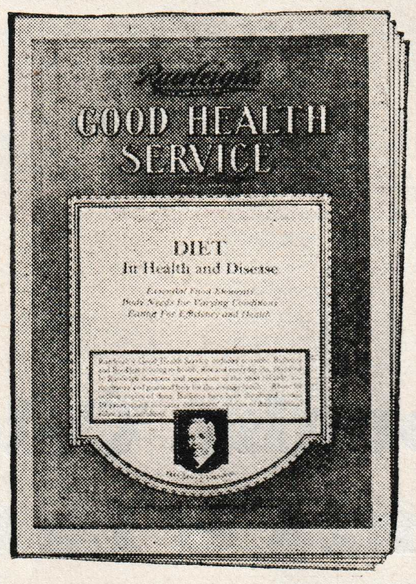
Rawleigh's
TRADE MARK REG. U.S. PAT. OFF

GOOD HEALTH SERVICE

Contains Much Scientific and Valuable Information Which Should Be Used in Every Home

PROPER foods are not only necessary for growth and the development of strong, well formed bones, sound teeth, strong muscles and nerve force, but they are even more useful and important than Medicines in restoring and maintaining health.

Because reliable dietetical information is very generally needed and of great value in every family, the Rawleigh Industries have added to their other service a comprehensive system of supplying health information. This scientific dietetical and hygienic information adds to unusually useful Products something that is of even greater value than the Products themselves. It teaches how to live and regulate the diet and habits that the help of Medicines may be less necessary. Ideals of Rawleigh Service are thus enlarged beyond the high standards of quality, value and usefulness in Rawleigh Products.



This 32-page book on Diet is the latest and one of the most useful of Rawleigh's Good Health Bulletins.

Prepared by Dietitians, Nurses, Chemists, Physicians and Home and Farm Specialists

Rawleigh's Good Health Service consists of studies in health, diet, hygiene, sanitation, disease prevention, better cooking, housekeeping, dairy, farm, stock and poultry, and the destruction of harmful insects, parasites and germs, and everything is easily understood and practical for general family use. This Service includes, besides informative Labels and Directions for using Rawleigh Products, reliable and practical dietetical information not usually supplied with such Products, Good Health Bulletins, Guides, Cook Books, Stock and Poultry Books and other literature prepared by Dietitians, Nurses, Chemists, Physicians, Veterinarians and Specialists in Home and Farm Economics.

Rawleigh's Good Health Bulletins give an unusually valuable service by supplying information frequently needed in every home. In these Bulletins proper diets and habits of living are explained by graduate dietitians and also the causes of illness and recognized means of removing those causes and restoring and caring for health. The use of Medicines is suggested only for purposes for which they are known to be useful.

A Million Dollar Service

About 50,000,000 copies of these Bulletins and Good Health Guides have been printed and distributed to the public at a cost of about $1,000,000.00. The titles of these Bulletins and number of copies of each produced and distributed by Rawleigh Dealers are as follows:

List of Good Health Bulletins

Bulletin Number	Title	Total Number Printed
201	Influenza, La Grippe	3,263,843
202	Health in Spring and Summer	2,433,270
203	How to Build Good Blood	2,063,575
204	Diet in Health & Disease (new)	162,450
205	Constipation	2,520,892
206	Intestinal Toxemia and Colitis	1,325,757
207	Headaches	1,817,397
208	Dyspepsia	1,219,275
209	Rheumatism, Lumbago & Gout	1,551,148
210	Neurasthenia	839,782
211	Care of the Teeth	2,242,839
212	The Fly, a Menace	3,924,075
	Good Health Guides—Over copies annually.	2,000,000

☛ Ask the Rawleigh Dealer for the Good Health Bulletins most useful to your family. Because of the cost, their distribution is limited to those that are most needed.

COUGHS, COLDS, INFLUENZA, LA GRIPPE, ETC.

Causes, Symptoms and General Rules for Prevention and Treatment

NEARLY everyone knows the prevalence every year of la grippe, influenza, coughs, colds, bronchitis, etc., and the inconvenience and suffering which they cause. As these ailments are all more or less contagious it is imperative that they be prevented whenever possible by hygienic precautions. Not only those people who live in thickly settled communities, but every person in the country districts should have a knowledge of the nature, duration, complications, method of prevention, treatment and diet for such contagions. He should be able to protect himself and his family intelligently against the contagion and if afflicted, should avoid exposing others. He should also be able to advise others regarding measures necessary for preventing an attack.

How Contagion Is Contracted

How these contagions enter the body has not been determined, although it is probably with the air, through the respiratory tract. By coughing, sneezing and spitting, the germs of these diseases are thrown into the air to be breathed by others. For this reason the mouth and nose should always be covered by a handkerchief when coughing or sneezing, and spitting should be avoided unless a destroyable container is provided. Some contend that infection takes place through the digestive tract with food and drinks or by using contaminated drinking cups and utensils.

Ensuing Complications

A patient recovering from any one of these diseases is weak and especially subject to other colds or lung and bronchial diseases. Pneumonia, in one of its forms, is a most common and feared complication of influenza, la grippe, or bronchitis. It may develop from coryza or cold in the head if the latter is neglected or the patient unduly exposed. Pneumonia following influenza is of an inflammatory type, which causes filling up and congestion of the lungs. Plastic pleurisy, gangrene or abscess of the lungs and cerebral spinal meningitis are other complications which develop in some cases. The body so weakened in its resistance to disease provides a favorable developing place for tuberculosis, especially after pneumonia or a cold producing a cough which lingers several weeks.

How Not to Have a Cold

People of education, common sense and proper instincts and habits do not have colds, we are told, but scorn them as unworthy of high citizenship. That is as it should be, not as is. Anyway it is bad enough to have coryza (common head cold) and have to lose self-respect about it by admitting our ignorance, carelessness, lack of vitality and resistance or neglect of the rules of diet, hygiene and protection from undue exposure.

"No one who is subject to colds can claim to enjoy good health. Susceptibility to colds is in itself evidence of some weakness in the defenses of health," writes a physician.

It is a common, accepted theory now that a "common cold" is an absolutely preventable condition. It is a transmissible malady, due to germ invasion, but neither the cold germ nor any other form of bacterial life can flourish in the tissues of the host, unless these have previously been rendered good culture soils for the reception, maintenance, and fertilization and growth of the germ in question.

People get sick because they ignore or flout Nature's granite founded laws and they again become well when they are willing to acquiesce and cooperate with them.

The Frequency of Colds

The common cold puts more people on the sick list than any other illness. Nine out of ten have at least one every six months. The average person catches three or four colds a year. Colds top the list of infectious diseases. They rank first among causes that keep children out of school. The child with sore throat, cough or running nose is not allowed in modern schoolrooms and it should be so with adults in industrial, amusement and all public places.

Medical statisticians figure that 100,000,000 pronounced cases of colds exist yearly in the United States with an annual loss in wages resulting through absence from work alone estimated at two billion dollars.

Because colds keep so many persons out of work a number of days each year and because hardly anyone escapes entirely, colds cause more loss in dollars than any other disease and are always a real menace to health and life and frequently the beginning of more serious sickness.

Two things are **necessary** to catch cold. The first is a reduction of the natural disease-resisting forces of the body and the second the development of the cold germs which may be present in the system or through carelessness and ignorance contributed by some victim who sneezes, coughs, or even breathes nearby. Colds are most contagious in the early sneezing stage and carelessness is a sure way of scattering dangerous germs. The ignorant and careless distribution of these germs is unnecessary and reprehensible for it can be avoided.

A cold is an infectious inflammation caused by a specific germ. It usually develops in the nose from germs that pierce the protective membrane of the respiratory passages. These germs may be lurking in tonsils, mouth or passages of the nose waiting favorable opportunity to become active or they may be active germs thrown into the air by some one with a cold. Breathed into the nose and throat they lodge on the mucous membrane lining and when vitality and physical resistance to their invasion are lowered by fatigue, improper diet, digestive disorders, constipation, acidity, lack of fresh air and exercise or exposure to extremes or sudden changes of temperature, if the physical condition of the person is favorable to their development, the cold germs begin to grow and multiply. They manufacture a poison that irritates and causes inflammation, soreness and swelling of the membranes, feverishness, discharges and other symptoms of a cold.

It is practically impossible to go into a crowded hall, school, picture theater, street car, bus, train, elevator or store without coming in contact with some one who is throwing off cold germs into the air.

Sometimes exposure to infection has no results but often colds are taken at the slightest provocation. The human system varies in its ability to resist infection. If one is well, strong and vigorous, if he takes daily outdoor exercise, if he sleeps in an open well ventilated room, if he eats a simple nourishing diet, if his bowels, kidneys and skin are eliminating perfectly he can throw off a certain amount of infection because his normal bodily functions are more powerful than the infectious germs.

Keeping Physically Fit

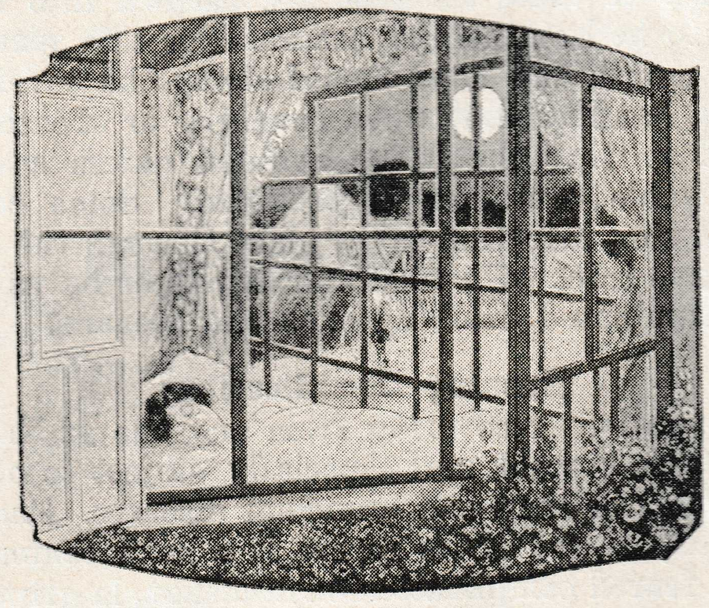
The wise thing to do to escape colds—or any form of infection—is to keep one's resistance up to the highest point or to keep physically fit so as to be able to resist the invasion of these bacteria by building up a reserve of vitality bolstered by strict adherence to the laws of diet and hygiene.

The weak, poorly nourished, whose resistance is lowered by fatigue, confinement and lack of exercise and fresh air, or whose excretory processes are inactive are always more susceptible to cold as well as other infections. Resistance to cold, infection and other diseases, comes naturally with or is built up by careful, intelligent diet and good health habits and proper circulation.

The skin should be kept in condition by frequent, warm baths and hardened with cold or sponge baths and exposure to light and air. It must breathe and the pores must be kept clean, open and active. Thick clothing smothers the skin, overheats it, clogs it, makes it tender and sensitive to chilling. The clothing should be light and porous, cool in summer and warm in winter. While sudden and severe exposure must be avoided, moderate exposure daily should be a tonic that strengthens resistance.

Importance of Fresh Air

Fresh air is important in cold prevention. To sleep and play outdoors at all seasons without clothing is a moderate treatment for tubercular children that improves their vitality, increases their resistance and inhibits germ diseases. Ventilation in living rooms and open windows in sleeping rooms are a good health necessity. Dietetical authorities state that foods rich in Vitamin A build up resistance and help fight colds. Cod Liver Oil has a Vitamin A value 100 times greater than its closest rival, good summer butter, and is used with milk, eggs and spinach greens to build up depleted, rundown tubercular human beings. Rawleigh's Cod Liver Oil Extract is therefore valuable in conditions that require a tonic and especially after the system has been weakened by a cold, influenza, or pneumonia or in children who are below standard physically.



Sleeping in a well ventilated room is important in prevention of colds and in the general maintenance of health and vitality.



Building up Resistance

Genuine Cod Liver Oil is recommended as an aid in the prevention of coughs and colds in both adults and children. Cod Liver Oil contains Vitamins A and D, and so supplies the body with the materials that will promote increased vitality and give resistance to such diseases as colds, influenza and la grippe.

Cod Liver Oil is recognized by scientists everywhere as having the highest, most concentrated nutritive value of any of the natural food products. There is definite proof that its therapeutic value depends mainly upon its vitamin potency. Specialists agree that Cod Liver Oil will promote growth, produce strong healthy bones and teeth, and give the body a resistance to diseases.

Cod Liver Oil is the richest natural source of Vitamins A and D known. Its only rival is excessive direct sunlight and ultra-violet ray treatment. A teaspoonful of it contains more vitamins essential for growth, the prevention of rickets, and the resistance to various diseases than all the butter, milk and eggs a person can eat in a day.

Pale, thin, poorly nourished children are very susceptible to colds, bronchial pneumonia and grippe. Rawleigh's Cod Liver Oil has an excellent effect in increasing the power of resistance to such diseases. All infants and children unless overweight should be given small doses of it every day during the fall and winter to promote growth of strong bones and sound teeth and to build up resistance.

Cod Liver Oil is useful in building up strength after flu, grippe, pneumonia or in weakened conditions following sickness.

How to Avoid Colds

To avoid frequent attacks, build up power of resistance, get outdoors, besides avoid the danger of infection when colds, influenza, pneumonia and other diseases of the respiratory organs are prevalent by staying out of trains, street cars, elevators, public gatherings, parties or close contact with disease spreaders.

"What can I do to keep free from colds? Somehow it seems I'm never without a cold. Why do I have so many colds?" many ask. Before you can expect the solution you must answer a number of questions.

Questions to Be Answered

1. Do you sleep regularly eight hours in the outside air or with windows open? This habit alone cures many of the cold habit.

2. How about your home? What is the condition of the air in the rooms where you live and work? Are they free from dust and with plenty of moisture, and not unevenly or over heated? Are you doing what you can to avoid infection there? The tendency in the average home is to keep the temperature high and the air dry with no cross currents to prevent stagnation. When the air is hot and dry the mucous lining of the nose and throat becomes parched, decreasing the flow of protective secretions which guard the body against airborne infection. Continued breathing of hot, dry air not only lowers the body resistance to disease but it taxes the temperature regulating system of the body due to increased contrast between indoor and outdoor air. It decreases the working efficiency of both mind and body by dulling the mental faculties. It taxes the nerves and vital organs by increasing the rate of heart beats. Air should be allowed to enter an occupied room at two places to prevent stagnation and oppressiveness. Provision should also be made for plenty of moisture in the air of the room.

The extent of the benefit we receive after admitting plenty of fresh air into our rooms is largely a matter of correct position and breathing habits. At all times the shoulders should be thrown back, the chest raised and both the upper and lower lungs inflated. An abundance of oxygen aids in complete combustion of food materials in the tissues. Deep, regular breathing will help to keep our body resistance up to its highest point and our susceptibility to disease at its lowest. Deep breathing of pure, fresh air aids in keeping the lungs themselves healthy, allowing no unused portions in which lurking disease germs may become established.

Fresh air's ally is sunshine—a powerful disinfectant. Along with fresh air it destroys or hinders the growth of disease germs which survive for long periods in dark, damp places.

Fresh air and sunshine are abundantly and fully given—they are powerful health preservers—learn to enjoy their protection.

3. Do you work outdoors or walk to and from work and keep out of crowds and close contact with others who may spread infection?

4. Is your diet correct, with plenty of fresh vegetables, fruits, bulky materials and water to keep the digestive tract clean? Are you careful not to overeat of meat and heavy starchy foods?

5. Is your elimination of waste through bowels, kidneys and skin normal? Is your system normally alkaline as it should be if your diet is properly balanced?

Since colds usually accompany a condition of acidity of the system and are aggravated by constipation, a diet of fruits, vegetables and milk is advisable. If a cold has a start, quicker relief from the condition of acidity is desirable. A teaspoonful of baking soda followed by a glass of water or milk is useful at the first symptoms, but even better is Rawleigh's Milk of Magnesia which quickly corrects the acidity and is also mildly laxative and soon helps to eliminate the cold poisons and congestion from the system, and to sweeten the stomach and digestive canal. It is one of the most desirable and useful helps for frequent use.



6. Do you wear the right amount of light, porous clothing to protect the body against changes and extremes of temperature?

7. Do you give the skin a daily bath of air and light?

8. Do you exercise each morning in a cold fresh room with little or no clothing?

9. Do you bathe neck, shoulders and arms in cold water each morning after a cleansing bath?

10. Then lastly what is the condition of the nose and throat? Are they free from chronic infection in tonsils, adenoids, turbinates, thickened membranes and catarrh?

Then You Shouldn't Have Colds

If you can answer all these questions in the affirmative you should not have colds, but if you do have colds and still ask why, the answer is you are mistaken at some point. You may think you are living up to the laws of health, but some way you're breaking them, you're ignorant or careless and colds are your punishment.



We are not all ignorant nor lacking in common sense but most of us are thoughtless or careless or treat cold infections lightly and colds, suffering and losses are the least of the results.

People who seldom have colds take good care of themselves to avoid them or when they feel the first indication they do something to check the infection and strengthen their resistance and to assist in correcting or overcoming the conditions that cause colds or accompany or aggravate them.

At the First Cold Symptoms

At the first irritation or inflammation of nose or throat the use of Rawleigh's Ready Relief for cold and nasal catarrh or an application of Rawleigh's Vapor Balm is usually effective. Both are for colds, influenza and inflammations of the respiratory passages. Both are antiseptic and germicidal. Vapor Balm is a double treatment, by inhalation and direct application that reaches the seat of the trouble. Rawleigh's Liquid Antiseptic and Mouth Wash or Medicated Ointment are also useful for checking the infection and inflammation in nose or throat.

Other Helpful Measures

The next thing that can be done is to take a hot bath or foot bath, and to drink hot lemonade or Rawleigh's Liniment in hot sweetened water and go to bed in a well ventilated room and stay especially the first 24 hours after which colds are not so infectious.

To strengthen resistance, rest, warmth and a light laxative diet of fruit, fresh vegetables and milk are best. To eliminate cold germs from the system take at the start Rawleigh's Laxative Cold Tablets or Rawleigh's Aspirin and a good laxative.

For congestion in throat or chest an application of Rawleigh's Mustard Ointment, Camphor Balm, Vapor Balm or Medicated Ointment is excellent.

For coughs and lingering effects of colds, careful mothers prefer Rawleigh's Cough Syrup because it is safe and yet strong enough to be effective. Rawleigh's Cough Balsam satisfies those who want a laxative pine tar syrup.

Thoughtful fathers and mothers lay in a stock of these dependable cold medicines early to be ready when needed, to last all winter and do the things that help to avoid colds.

To Avoid Contagion

(1) Avoid undue exposure to changes of weather, drafts and temperature changes. Keep the body warmly but not too heavily clothed at all times.

(2) Obtain all the fresh air and sunshine possible; keep sleeping rooms well ventilated, also office and living rooms, if

possible to do so without exposure to drafts.

(3) Avoid crowds of people as much as possible, especially in closed rooms, churches, theaters, street cars, etc.

(4) Keep the elimination of body waste good and the system constantly flushed by drinking ten or twelve glasses of water daily.

(5) Render the skin and body immune to exposure by taking a quick, cool sponge bath or plunge bath upon arising in the morning. Follow by a **vigorous** rubbing with a coarse towel until the skin glows warmly.

SPECIAL CAUTION—Never take a cool or cold bath when the body is chilled. The body must be thoroughly warm, otherwise prompt reaction will not follow the bath and more harm than good will be done. Often a few minutes of exercise before the bath will stimulate circulation enough to insure warmth and healthy reaction.

(6) Do not use napkins, silverware, drinking glasses, cups or towels or other linen that have been used by another, unless first carefully washing them.

(7) Keep all personal linens, such as handkerchiefs and wearing apparel, separate from those of other people, particularly when such persons have colds.

(8) Nurses and others visiting and waiting upon influenza patients should wear sterile gauze masks over the nose and mouth.

A Gargle and Nasal Douche

Antiseptics are indispensable if one is to keep the nasal and mouth cavities comparatively free of the infectious germs; and it is suggested that Rawleigh's Liquid Antiseptic and Mouth Wash be employed, as it is quite generally conceded to be of greater efficiency than the general run of antiseptic liquids advertised and recommended.

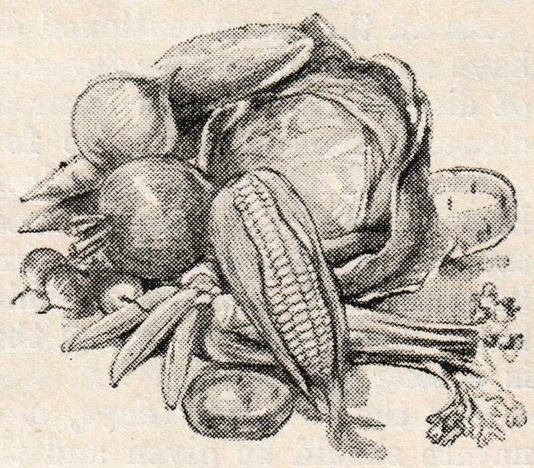


Being a liquid it reaches not only the visible surfaces but the space between the teeth which are missed in ordinary cleaning and which are most likely to harbor disease germs that lodge there until they gain sufficient virulency to overcome the resistance of the constitution. It is pleasant to use it every night and morning to gargle the throat and rinse the mouth and it is excellent to use as a nasal douche for acute catarrhal conditions or at the first symptoms of a cold.

Ordinary salt solution, one teaspoonful of salt in a pint of water, affords some protection when Rawleigh's Liquid Antiseptic and Mouth Wash is not on hand or readily procurable.

Foods for Combating Disease

It is generally understood that food taken into the body makes or mars the physical efficiency of the individual. The food should be of such quality and quantity as to insure a state of general good condition and harmonious functioning of all the organs of the body. Food should be laxative and blood-building in character. There should be an omission of irritating stimulants and condiments, indigestible pastries, heavy meat dishes and pickles, also preserves containing a high percentage of cane sugar. Too much sugar, except when a natural ingredient of fruits, is highly irritating to the mucous membranes of the gastro-intestinal tract and also tends to dull the appetite and promote a condition of acidity and fermentation in the intestinal tract.



Blood-Building and Laxative Foods

All fresh and stewed fruits.

All fresh, bulky, green, leafy or raw and canned vegetables.

Fruits which contain large quantities of iron are particularly valuable for blood-building purposes. Oranges, apples, raisins, spinach, tomatoes, carrots and prunes are very good. Figs and dates are effective both as laxatives and good blood-builders. Balanced meals are important. There should be just the right proportions of protein, carbohydrates and fat to maintain the body in vigorous health and the necessary vitamins to promote normal growth and well being. It is recommended that heavy meat dishes be avoided and the protein be supplied by eggs, milk, beans, etc. The midday meal should include a raw and a cooked vegetable in addition to potatoes. Fruits, nuts and raisins, custards and plain cakes should take the place of heavy, rich pastries and puddings.

Milk and all dairy products should be used freely every day because they are neutral in their reaction and are rich in calcium and in vitamins. Buttermilk is especially good for those who do not require fats or who are troubled with acidosis or constipation.

Foods to Use in Colds

Vegetables: Tomatoes, Spinach, Lettuce, Celery, Carrots, Asparagus, Beets, Corn, Peas, Beans, Lentils and Potatoes,

Cereal Foods: Whole Wheat Preparations, Gluten Preparations, Rice, Oats, Bran Bread and Macaroni.

Miscellaneous: Milk, Buttermilk, Cocoa, Honey, Cheese and Eggs.

Foods Rich in Fat: Cream, Butter, Olive Oil, Egg Yolks, Nuts, Bacon and Cod Liver Oil.

Desserts: Frozen Cream and Ices, Fruit, Simple Puddings, Custards, Tapiocas and Plain Cakes.

Fruits: Fresh fruits of all kinds as well as canned and dried fruits should be freely used. Citrus fruits are good in relieving acidity which usually accompanies colds. Everyone knows the value of hot lemonade for fresh colds.

Diet

As all the aforementioned diseases generally have an accompanying fever some of the rules of diet which apply to fever diseases apply to diseases mentioned in the former discussion.

Foods of a liquid, high caloric nature are the best to give. The liquid foods will not irritate the cough, inflame the throat and yet will keep up body resistance which is so apt to break down with fever and then convalescence is a long process.

For the first few days, a diet of a liquid nature should be given and then it can gradually be changed to semi-liquid and soft, as the patient needs and can assimilate more nourishment. The bowels are then not taxed with excess elimination and the digestive processes are not overburdened and all the strength in the body can be used to build up resistance.

Liquid Diet

The following liquid foods may safely be given whenever a liquid diet is ordered:

Milk
Buttermilk
Orange Juice
Lemonade
Sherbets
Ice Cream
Albumins
Eggnogs
Egg Malted Milk
Fruit Gelatins
Fruit Juice
Cocoa
Coffee
Tea
Junket
Broth

Semi-Liquid Diet

Milk Toast
Cream Toast
Eggs
Rice Pudding
Tapioca Pudding
Cornstarch Pudding
Custard
Soup (strained)
Cereals

Light Diet

Fowl (white meat)
Fish
Toast
Creamed Sweet Breads
Scraped Beef Bacon
Green vegetables except cabbage and radishes
Baked Apples
Fruit (raw and cooked)

General Diet

All of light foods except pork, veal, cabbage, fried foods, pastry, hot breads and cake.

Feedings should be small and given often; as often as every two hours if the patient can take it and is hungry.

Health Rules

Overcoming Constipation

1. Meals should be regular as to time and amount of food taken. Food is the natural laxative. A scanty meal or the omission of a meal means an interruption of the intestinal rhythm and probably the omission of or an incomplete bowel evacuation.

2. Fasting, diet, scanty diet, liquid diet, diet consisting chiefly of such foods as potatoes, rice, meat, eggs; also tea, coffee, and irritating condiments, are constipating; and when they must be used their constipating effect should be offset by proper laxatives.

3. Green vegetables, especially spinach, asparagus, beets, turnips, squash, cabbage, brussels sprouts, and celery are laxative because they furnish required bulk.

4. Whole grain preparations, those containing the bran of the grain, are laxative. Sterilized bran taken with meals is often beneficial.

5. Drink two or three quarts of water daily. Water taken at meals should be sipped slowly and not used to wash down food.

6. It is suggested also that in most cases condiments, tea and coffee, be dispensed with or at least be used sparingly and that heavy pastries and other foods difficult of digestion be omitted from the diet.

7. Assist Nature by using a saline and alkaline laxative. If a tendency toward constipation exists, Rawleigh's Effervescent Salts taken upon rising is a pleasant drink, an effective laxative and a valuable aid in establishing normal bowel movements. This laxative is especially valuable for its rapid action and pleasantness of taste. Milk of Magnesia is also valuable for correcting acidity and constipation.



Influenza or La Grippe

General Symptoms and Care

The onset of influenza is usually characterized by a high temperature by ordinary symptoms of coryza or cold in the head, by catarrhal inflammation of the respiratory or digestive tracts or both, by great physical weakness or prostration, by severe pain in back and limbs and sometimes by a racking cough with but little expectoration. Nausea and vomiting usually accompany an attack and nosebleeds are not uncommon. Sleep may be broken and restless and accompanied by drenching perspiration. Either constipation or diarrhea may be present. Sometimes there are also torpor and delirium.

Care of Influenza or La Grippe

(1) At the first appearance of symptoms, put patient to bed preceded by a sweating bath unless extreme weakness prevents. Rawleigh's Laxative Cold Tablets should be taken promptly. If these are not at hand or if one prefers them, Rawleigh's Asafen Tablets accompanied by a good laxative will help to break the attack and lessen the fever and aching.

(2) Only persons in attendance should be admitted to the patient's room, to avoid further infection.

(3) Apply hot applications to the limbs to relieve congestion of the head and lungs by drawing the blood to the extremeties.



(4) Hot cloths applied to the chest are also valuable in relieving tightness. Rawleigh's Vapor Balm, Medicated Ointment and Mustard Ointment have all proved beneficial when applied to the throat and chest.

(5) The diet while fever lasts should consist of cereal gruels, fruit juices and milk. The diet will largely be determined by the organs affected by the disease. If the digestive tract is infected, this diet may be necessary; while if the bronchial tree is the seat of the trouble, diet for bronchitis should be followed, using only non-toxic foods and avoiding fats, meat, meat broths, tea and coffee as much as possible.

(6) Avoid exposure. Care should be taken not to expose the patient to sudden changes of temperature or to cold. Most serious complications may follow such exposure though the disease be quite mild.

(7) Disinfection: Care should be taken to thoroughly disinfect all cloths receiving catarrhal discharges by plunging them into a disinfecting solution, as Rawleigh's Kreo, immediately following their use. Later they should be thoroughly boiled or burned.

(8) Rawleigh's Camphor Balm may prove beneficial in relieving soreness in the throat when applied externally as directed.

(9) A competent physician should be consulted in all cases of influenza, la grippe or severe colds that do not yield readily to the helps herein suggested.

Caution During Recovery

In all cases convalescence or recovery from influenza should be attended with care, as the greatest danger at this time is in going out too early, especially during cold weather. The bodily temperature is usually subnormal for several days, due to the weakness of the patient, though there may be a rising of temperature at night; and as long as this condition remains, the patient is highly susceptible to a chill and relapse. It is suggested that the patient be not subjected to any decided change of external temperature until the bodily temperature has been normal for several days. Drafts particularly should be avoided. As the patient progresses, the diet may be more liberal and a good blood tonic, especially Rawleigh's Cod Liver Oil Extract Compound, is urged until complete restoration of health has been accomplished.

Flu Symptoms

Steps Toward Relief

It is recommended that the following steps be promptly taken in the beginning of all colds, especially those beginning with chills and fever and for overcoming the grippe or influenza and similar ailments.

(1) Take Rawleigh's Cold Tablets according to directions.

(2) Use Rawleigh's Laxatives, if necessary, in addition to Cold Tablets, to secure prompt evacuation of the bowels and proper elimination of poisonous waste products that clog the system and render it easily susceptible to disease.

(3) Rawleigh's Liquid Antiseptic and Mouth Wash should be used as a gargle and nasal spray or wash for the naso-pharynx and mouth cavities wherever there is a nasal discharge or dropping of matter into the throat.

(4) Plenty of water should be taken in quantities of ten or twelve glassfuls daily to keep the system constantly flushed.

(5) A diet consisting of non-toxic, nutritious food should be selected (fruit, milk, custards, cereals, vegetable purees and cream soups). In case of fever, cereal gruel, fruit juices, lemon or orangeade, made with little sugar, and if agreeable to the patient, milk in

small quantities should be given until the fever subsides.

(6) The patient whether in bed or up, should be warmly clothed, but if the patient is up, not enough to cause perspiration, which endangers chilling. Following a sweating bath the patient should be rubbed thoroughly dry and be warmly covered in bed, not exposed to draft.

(7) Have plenty of fresh air circulating in the room, care being taken to avoid exposures to drafts. If one is anxious to get rid of a cold promptly and can conveniently go to bed, have him do so immediately and stay in bed, well covered.

(8) Hot foot baths given before retiring or while in bed are beneficial and should be followed by a quick sponging of the feet with cold water and rubbing with a coarse towel. A tablespoonful of Rawleigh's Anti-Pain Oil or Liniment to a half bucketful of hot water increases the effectiveness of the foot bath.

(9) Where there is a cough or tightness in the chest, Rawleigh's Cough Syrup or Balsam taken internally and Rawleigh's VaporBalm, Medicated Ointment or Mustard Ointment applied to the chest and throat will aid in giving relief.



(10) Rawleigh's Aspirin taken in the early stages aids in breaking up a cold and later is valuable in reducing fever.

When it is impossible to go to bed, the sufferer should follow the above directions before retiring, which should be as early in the evening as possible.

Food for such a patient should be carefully selected, consisting principally of fruit, cereals, milk, egg yolks, green vegetables, custards, and cream soups, to provide strength for work and combating the infection, yet avoiding toxic foods.

To Relieve Acute Catarrh, Cold in Head, Etc.

At the first symptoms use Rawleigh's Ready Relief for Colds and Nasal Catarrh by frequently inhaling it from a handkerchief, or Vapor Balm by melting in a cup, or spoon, and inhaling. The healing vapors carry medication directly to the sources of the trouble and relieve inflammation, congestion or irritation. Also apply Vapor Balm directly to the nostrils. Give a foot bath in water as hot as can be borne and 12 inches deep. The deep foot bath is more effective. Keep the water hot and gradually increase the temperature by adding boiling water. A teaspoonful of Rawleigh's Anti-Pain Oil in each half bucketful of water increases its effectiveness. After 10 minutes cool the feet with a dash of cold water and dry them. Following this wring a towel out in hot water and apply it over the face as hot as can be borne. After a few minutes apply Vapor Balm about the nose and again cover the face with the hot towel, inhaling the vapor. Wring the towel out in cold water, apply for half a minute and dry the face. If there is a discharge from the nose or dropping of matter in the throat use Rawleigh's Liquid Antiseptic and Mouth Wash as a nasal douche and gargle and follow with an application of Vapor Balm.

The double treatment of Rawleigh's Vapor Balm is sure to reach the source of the trouble. By inhaling the vapors the air passages and recesses of the respiratory tract are soothed and medicated with each breath. By applying it externally it is absorbed through the skin and tissues with a stimulating effect that increases circulation and helps to relieve congestion or reduce inflammation. Unusually effective yet simple, convenient, practical and economical.

Inhalation Reaches Seat of Trouble

A good method of inhaling the vapors of Rawleigh's Vapor Balm is to vaporize a bit of it in a spoon, cup or tin can by heating or by adding it to boiling water and then holding it close to the nose and mouth forming a funnel with the hands and inhaling the vapors. As the vapors lose strength add a fresh supply of Vapor Balm.

Another way is to roll a newspaper into a funnel and inhale through it the vapors from Vapor Balm added to a dish of boiling water. Inhale deeply through the nose and exhale through the mouth. Then inhale through the mouth and exhale through the nose. The combination of steam and vapor is more effective than inhaling vapors alone from a spoon or cup for colds, croup, cough, sore throat, bronchial congestion, acute catarrhal conditions and hay fever. Rawleigh's Medicated Ointment may be used this way with good effects.

Rawleigh's Nasal Relief is another convenient, useful and satisfactory application for nasal catarrh, cold in the head and hay fever. It allays irritation, and soothes the inflamed membranes.

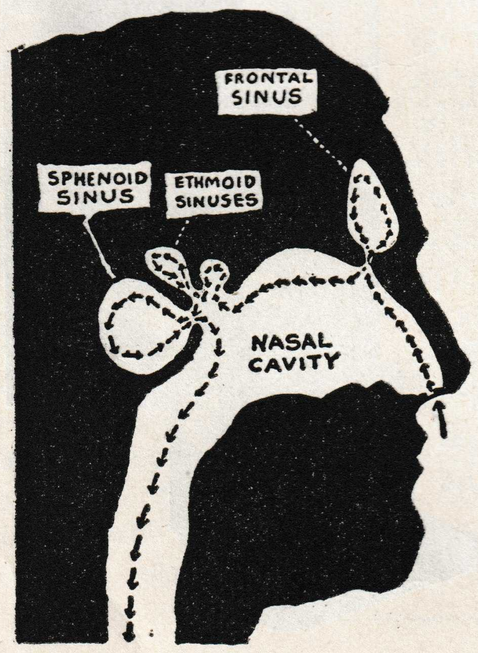


Rawleigh's Vapor Balm or Medicated Ointment applied just below or

inside the nostrils will greatly relieve fullness of the head by aiding in loosening the secretion which is causing difficult breathing.

A New Method by Inhaling

A new method of relieving head colds, nasal catarrh, coughs and irritations of the nasal passage and throat that is unusually popular because of both convenience and effectiveness is Rawleigh's Ready Relief. This is a powerful inhalant containing as volatile remedial agents, Menthol, Camphor, Oil of Eucalyptus, Oil of Pine and Oil of Lavender. All these are recognized for their beneficial effects in mitigating and soothing fresh head colds, nasal catarrh, simple sore throat and inflammations, congestions and irritations of the membranes of the nasal cavities and throat. It is used by applying a few drops on a handkerchief and inhaling its vapors.



To relieve the nasal passages it should be inhaled every few minutes through the nose. For the sore throat and chest colds the inhalation should be made through both nose and mouth. By this process the inflamed surfaces are covered with soothing, antiseptic oils.

Rawleigh's Ready Relief contains medicants that are skillfully blended into a scientific and effective combination. It offers a practical and useful method for administrating these various remedial agents. They are applied with each respiration directly to the inflamed region and reach surfaces that are inaccessible to other forms of treatment as may be seen from the illustration showing nasal cavities and sinuses.

The object of using Ready Relief is to help the nostrils become free from the unpleasant oversecretion of mucus and to soothe acute catarrhal conditions so that breathing through the nose will become easier.

There are many advantages in using this kind of a remedy in that no medicine is taken internally that will require digestion or assimilation before even a small portion reaches the inflamed and diseased area. Rawleigh's Ready Relief places the medicine quickly and exactly where it is needed to give the desired relief.

Coughs

Coughs should be treated upon their appearance. The treatment may vary according to the cause. In bronchial coughs inhaling vapors of steam or slacked lime are valuable. The teakettle method of steaming as for croup with Rawleigh's Vapor Balm in the boiling water is soothing to the irritation or inflammation in the respiratory passages. Rawleigh's Cough Syrup or Cough Balsam will soothe the throat and thus tend to ease the cough. For the usual cold or winter cough, due to overheated dry air and sudden changes of temperature, Rawleigh's Cough Lozenges are valuable. Rawleigh's Aspirin is valuable in aiding in the relief of spasmodic coughing. By dissolving one tablet in water it makes a good gargle in sore throat, tonsillitis and for tickling and irritation that cause coughing.



Tickling and Irritations of Throat; Spasmodic Coughing

Often it is difficult to stop the tickling and irritation in the throat that causes spasmodic coughing and straining. A new and unusually useful medicinal syrup for this purpose is Rawleigh's Thyme Cough Compound. It is prepared from the medicinal Thyme plant which Rawleigh's imports direct from Spain, whose active principles are extracted by a special process. It contains no added medicants whatsoever. It is absolutely free from all depressing and habit-forming drugs. The therapeutic action of this medicine is remarkable. It soothes the irritated surfaces and passages of the respiratory system. It reduces the frequency of the cough and spasmodic attacks with consequent relief of chest pains due to straining of the muscles in coughing.

Rawleigh's Thyme Cough Compound not only produces a mild anesthetic effect upon the nerves of the throat that quiets the almost uncontrollable impulse to cough but it is very pleasant and agreeable to taste and does not derange the stomach, but generally children and adults prefer it to narcotic cough mixtures which often upset and disagree with the stomach and impair the appetite. When used according to directions, the dry, harassing cough becomes loose, less frequent and less troublesome.

Care of Sore Throat Due to Colds

(1) For the rawness, soreness and inflammation of the membranes of the throat due to acute colds gargling the throat with Rawleigh's Liquid Antiseptic as directed is helpful.

(2) The patient should go to bed and cover warmly in a room with plenty of fresh air but avoid a draft.

(3) To relieve pain in the throat, sip hot water or lemonade, apply cold applications to the neck three to five times a day, alternating with hot compresses during the time of treatment, which should last for about a half hour.

(4) If heat is more comfortable, use hot compresses instead of the cold, especially if the tonsils show signs of suppurations or pus formation.

(5) Take one of Rawleigh's Laxatives to insure cleanliness of the digestive tract and avoid all toxic foods.

(6) In case a membrane begins to form in the throat or pus formation appears on the tonsils, a competent physician should be consulted.

(7) In case of fever Rawleigh's Asafen Tablets are valuable in reducing temperature and the aching of muscles and joints.

Bronchitis—Its Symptoms

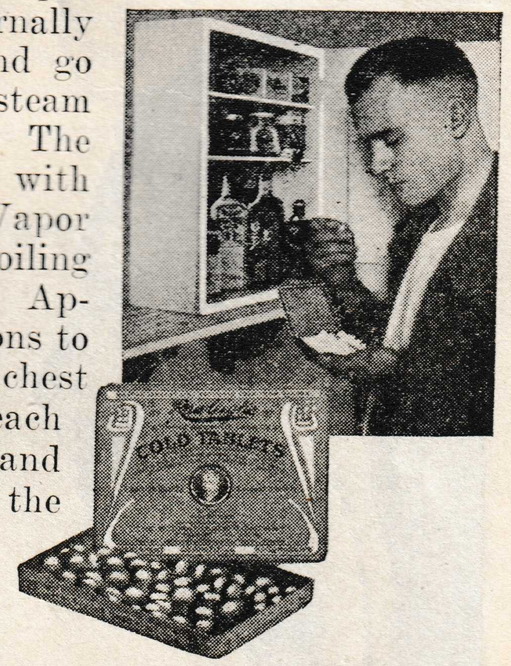
Bronchitis is a disease common to adults. It is characterized by chilling, slight fever, a cough which is dry and hard in onset, headache, lassitude, coated tongue, little appetite and a feeling of tightness about the chest. At times the patient feels that the throat is clogged. There is an abundance of viscous sputum after the first few days.

Prevention of Bronchitis

The proper care of bronchitis should require means of preventing the attack coming on. Where a predisposition exists the person should be careful to take preventive measures beginning early in the fall. The limbs should be warmly dressed and kept dry. The neck should be gradually hardened to the cold by continuous exposure when the cold weather begins to set in. Heavy clothing about the neck causes the skin to become too warm and to relax, thus more subject to chilling. To sponge the neck and chest twice daily with cold water will also aid in decreasing susceptibility. Avoid close indoor living and overheated rooms.

Relieving Cold in Chest, Bronchitis

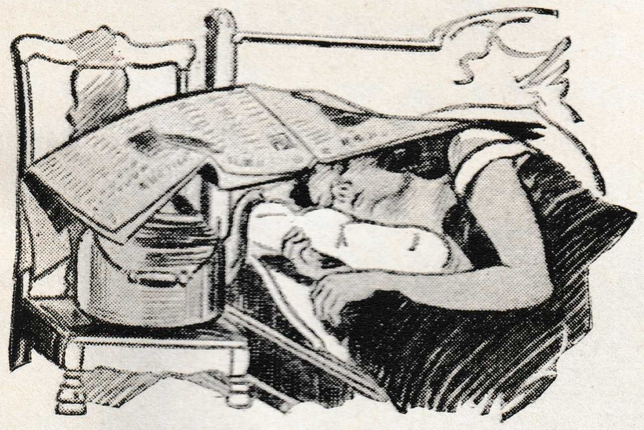
Rawleigh's Cold Tablets should be taken at the outset. A hot bath, or foot bath is advisable. Begin treatment early with Rawleigh's Ready Relief or Vapor Balm both internally and externally and go to bed. Inhaling steam vapor is valuable. The teakettle method with a teaspoonful of Vapor Balm in the boiling water is effective. Apply hot fomentations to the throat and chest large enough to reach around the neck and halfway down the chest. Then rub Vapor Balm freely into the reddened throat and chest and cover with hot flannels. Insert the Balm into the nostrils and allow to melt in the





Frequent tests of some 2,000 different raw materials and about 5,000 separate chemical analyses yearly are made in the Rawleigh Laboratories for the control of manufacturing processes and standardization of finished Products.

throat. The diet should consist largely of coarse grains and acid fruits. Drinking hot water or lemonade is useful for relieving soreness of the throat. Large quantities of liquids are necessary. Turkish and vapor baths are good. A warm, moist atmosphere should be maintained.



Croup

Croup is usually part of a cold, indicated by hoarseness with feverishness, a harsh, barking, croupy cough and difficult breathing with a whistling sound. Turkish and vapor baths are good. The method of steaming with a teakettle under an umbrella, newspaper or other covering is the most effective treatment and one generally used by physicians. A teaspoonful of Rawleigh's Vapor Balm in the kettle of boiling water is a valuable auxiliary.

For spasmodic croup Rawleigh's Vapor Balm is a valuable aid. Rub the Balm freely on throat and chest and cover with hot woolen clothes. Vomiting which loosens the cough and carries away accumulated mucus may be induced by inserting a finger in the throat or giving a quarter teaspoonful of syrup ipecac or paregoric.

Pneumonia

Pneumonia is an acute inflammation of the tissue of the lung, characterized by high fever, cough and a rusty sputum. The predisposing causes are cold, fatigue and previous debilitating diseases.

There are two types of pneumonia recognized:

1. Lobar or croupous
2. Bronchial-pneumonia or catarrhal.

Pneumonia of the lobar type, usually begins with a chill, a sharp pain in the side and a rapid rise of temperature and increased and labored respiration. A cough is usually present but may not be marked. In children vomiting or convulsions may replace the initial chill. The crisis usually occurs on the 5th, 7th or 9th day, rarely on the 3d or 11th day of the disease.

The respiration becomes more rapid and labored in all acute diseases of the lung, and expiration may have a grunting sound if pleurisy is present.

Symptoms. Lobar pneumonia usually begins with a pain in the side and a sharp chill, followed by a rapid rise in temperature. The temperature rapidly attains its maximum (104-105 degrees F.) and usually after 24 hours remains high with slight daily remissions till the 5th, 7th, 9th or 11th day when it falls by crisis to normal.

Cough is present, dry at first but soon shows a rusty sputum. The face is flushed and delirium is frequently present. A marked increase in white blood cells or leucocytes is shown. The period of greatest danger in pneumonia is the day or two before the crisis when the heart is burdened by the work of forcing blood through the consolidated lung tissue.

Bronchial-Pneumonia is usually secondary and more gradual in onset. The temperature may rise suddenly, usually gradually, remains high with some irregularity. There is less rapid recovery than in lobar pneumonia. It is the type more prevalent in infancy, in elderly people and in weak people in whom the power of heat production is low and difficult. It is oftentimes accompanied by acute bronchitis, in which case cold air may be irritating to the lungs and increase the racking cough.

Nursing Care is an important factor so that the patient is comfortable and that all complications are prevented. The general principles in nursing care and treatment are much the same as in typhoid fever. The patient must have absolute rest, even to the point of being fed for even the motion of the hands in feeding exerts energy which should be used for fighting the disease.

General Care of a Pneumonia Patient may be briefly outlined thus:

1. Conserve the patient's strength by limiting his movements, making him entirely passive.

2. He should see few or no visitors and must not be excited, in order to avoid, if possible, delirium.

3. Edima of the lungs should be watched for and the physician notified immediately of its onset.

4. "Heart failure," shown by rapid, irregular pulse occuring suddenly, may come on any time in pneumonia. This should be anticipated with proper remedies left for such an emergency by the physician in charge.

5. When the fresh air treatment is used, be careful not to restrict the motion of the patient's chest with blankets.

6. When the sudden, critical drop in temperature occurs, cover the patient with warm, dry blankets and place a hot water bottle at the patient's feet.

7. Disinfect the patient's sputum, and take the same personal precautions as in any infectious disease.

Avoid the Common Cold



A CENTURY ago Ben Franklin said that people who live in the forests, in open barn or with windows open do not catch cold and that colds are generally caused by impure air, lack of exercise or overeating.

Modern science adds that colds are due to germs that spread from one person to another, that indoor people, children and those of low vitality are especially susceptible.

Usually colds are treated much too lightly. Little heed is paid to them or to the languid rundown feeling and low resistance that follow till a great epidemic of contagious colds, flu or grippe breaks out and becomes a matter of public concern and alarm.

Colds are so common many let them run their course till their seriousness necessitates attention. But the real damage is not usually apparent at the time and its casualities are not all marked, grippe or pneumonia. Long after the coughing and sneezing, the weakened victim may succumb to some serious disease he has insufficient resistance to combat. Incipient colds are dangerous and should not be neglected.

Acute colds start when the resistance is lowered by fatigue, confinement, overeating, bowel inactivity or improper food. Most colds are started by becoming chilled especially by chills caused by dry air in contact with moist skin and mucous membranes being exposed to extreme changes of humidity.

Colds are easily avoided, prevented and usually controlled, but it requires watchfulness, care and prompt aid.

Avoid becoming chilled. When you feel chilly exercise immediately or practice forced breathing to stir up your circulation. Fight a cold with warmth. If you feel you have taken cold, or start sneezing, it is best to counteract the attack at once by a hot bath and going to bed with a hot-water bag at the feet and taking a hot drink, preferably with Rawleigh's Liniment, a couple of Rawleigh's Cold Tablets, or Rawleigh's Aspirin accompanied by Rawleigh's Effervescent Salts to stimulate bowel activity.

You can avoid colds by maintaining all the physical functions at a high state of efficiency by hardening the system, by hygienic living, by exercise, by baths, by exposing the skin to sunshine and outdoor air, by proper clothing, by well ventilated rooms and by keeping at a safe distance from those with colds.

To avoid frequent attacks, build up power of resistance, get out doors, keep away from infection, don't get near people with coughs and colds. Everybody knows that just a little cold may prove serious. Too many remember the tragic results.

When a cold starts, never treat it lightly or expose others. Prompt action is usually effective when Rawleigh's Cold Tablets are taken. To take a hot bath or foot bath, then a hot drink of lemonade or better, Rawleigh's Liniment, and go to bed in a well ventilated room is usually best. The bowels should be free and the diet light.

Thousands of careful mothers are never without Rawleigh's Cough Syrup, and early each fall they stock up with Cough and Cold Medicines.

A new treatment for colds and inflammation and congestion of the respiratory tract is Rawleigh's Vapor Balm which reaches the seat of the trouble by both application and inhalation.

Rawleigh's Liquid Antiseptic, as a nasal douche or gargle, Medicated Ointment, Mustard Ointment, and Aspirin Tablets are useful in colds, la grippe and influenza.

Prevention Better Than Cure

NOTHING else can quite take the place of physician, surgeon, dietitian or nurse when there is real need for their services. For these reasons, Rawleigh's Good Health Products and Service are not so much for those who are already sick and in need of professional attention, as for the well and strong and happy, to help them in maintaining health and efficiency and avoiding many conditions that without prompt relief, result in suffering and sickness.



Frequently Rawleigh's Good Health Service and Products save useless expense and embarrassment of doctors and perhaps the hospital, by helping to a better understanding of the principles and practices of good health. Neglect or ignorance of personal hygiene, of sanitation, diet, care of the health and practical common sense treatment of the common injuries, disorders and afflictions brought about by neglect and improper conditions, incorrect eating, carelessness, exposure and accident, do not as a rule immediately call for medical assistance.

Symptoms usually tell when something is wrong, and if you heed the symptoms and correct the faults you can do for yourself more than a physician—you can maintain good health, whereas the physician would treat the resultant disease, the surgeon perform an operation, and the nurse care for you through sickness and convalescence after a violation of the laws of health, or infection by disease or an accident. The prevention of disease and the maintaining of good health is, therefore, of even more importance and far better than the cure after sickness results.

To enable readers to so understand and observe the rules of health as to avoid much of the sickness for which expensive visits to physicians and druggists are common, Rawleigh's Good Health Service is educational. And Rawleigh's Good Health Bulletins are practical household necessities that may be safely used for the common everyday aches, pains, disorders and accidents which, if neglected, may be the beginnings of serious complications.

Unusually efficient for the purposes for which they are intended, these Good Health Products are safe and reliable. They save suffering, inconvenience, worry and expense and aid in keeping health in its normal state in the millions of households that depend upon this service.

Through proper diet, cleanliness, disinfection, sanitation and destruction of disease germs and harmful insects about the premises, living conditions are improved and health safeguarded, and much disease and sickness prevented. Prevention rather than cure is the object of the latest scientific investigations and of Rawleigh's Good Health Service.

We therefore offer Good Health Service and Products to the well, the healthy, the beautiful, the happy, who appreciate the worthy purposes, the high ideals and the fine qualities and large values and genuine service Rawleigh Dealers bring to your homes.

Rawleigh's Good Health Service includes many scientific bulletins relating to health, diet and everyday life prepared by Rawleigh Dietitians and Specialists as the most reliable, authoritative and practical help for the average family. During the past ten years about 50 million copies of these bulletins have been printed and distributed without charge to consumers of Rawleigh's Good Health Products.

Everyday Necessities for Your Home



NO one can forecast all the needs that may come in your household. Troubles may come at any moment. Some needs are frequent and others recur regularly every day.

Millions of families regard Rawleigh's Good Health Products as necessities of daily usefulness. They look ahead and have the Rawleigh Dealer leave them a stock of everything they need each time he calls. You will find this method most convenient, economical and satisfactory. When the Rawleigh Dealer calls you need not hesitate to welcome him, talk things over and have him leave you what you select.

When you want to order Rawleigh's Good Health Products wait until the Rawleigh Dealer comes or mail your order direct to him. If you do not know the name and address of the Dealer in your locality, send your order to the nearest Factory or Branch. Be sure to enclose the full retail price of the Products you order and they will be shipped to you promptly.

Medicines
Liniment
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Camphor Balm
Pain Relief
Anti-Pain Plasters
Camphorated Oil
Medicated Ointment
Mustard Ointment
Vapor Balm
Healing Salve
Catarrhal Relief
Cough Syrup
Thyme Cough Compound
Ready Relief
Cough Balsam
Cold Tablets
Cough Lozenges
Laxative Tablets
Cathartic Pills
Laxative Syrup
Laxative Tea
Effervescent Salts
Castoria
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Milk of Magnesia
Liquid Antiseptic
Diuretic Tablets
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Aspirin Tablets
Asafen Tablets
Tonic Compound
Cod Liver Oil
Ru-Mex-Ol
Chill Tonic
Nux and Iron Tablets
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Lemon
Strawberry
Wintergreen
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Red Color
Walnut
Orange
Anise
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Maple
Yellow Color
Cassia
Almond
Fruit Flavor Drinks

Spices
Whole Mixed Spices
Black Pepper
Cinnamon
Red Pepper
Mustard
Cloves
Nutmeg
Sage
Whole Cloves
Allspice
Ginger

Toilet Preparations
Face Powder, 4 kinds
Compacts
Cleansing Cream
Lemon Cream
Lemon Lotion
Cold Cream
Dental Cream
Tooth Powder
Talcum, 6 kinds
Bath Powder
Bath Salts
Lipstick
Hair Tonic
Face Lotion
After Shaving Lotion
Almond Lotion
Shampoo Jelly
Liquid Shampoo
Brilliantine
Sweet Clover
Vanishing Cream
Tooth Brushes
Nail Brushes
Rose Pomade
Foot Powder
Rouge
Zinc Stearate
Toilet Water
Perfumes

Toilet Soaps
Vegetable Oil
Cocoa Castile
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Economy
Transparent
Good Health
Shaving
Pine Tar
Shaving Cream

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Cocoa
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Celery Salt
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Insect Powder
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Minerals for Cattle
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Colic & Bloat Compound
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Poultry Powder
Poultry Worm Capsules
Astringent Tablets
Septo Powder
Inhalant
Healing Powder
Application
Worm Capsules

"Tis Better to Have Them and Not Need Them Than to Need Them and Not Have Them"

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